

**Amendments to the Abstract:**

**The Abstract is to be amended as follows:**

**ABSTRACT**

A method of facilitating communications using a product item is disclosed, the product item includes an associated interface surface, the interface surface having disposed thereon or therein coded data. In one implementation sensing data is received from a user device. The sensing data resulted from sensing the coded data. A determination is made that the sensing data is indicative of a communication request associated with a provider. A provider address is provided to the user device. A message and a destination address sent from the user device to the provider address is then received. Finally, the message is forwarded to the destination address, indicative of an identity of the product item, the method including, in a sensing device:

- (a) sensing at least some of the coded data;
- (b) generating, using the sensed coded data, indicating data indicative of the product item identity; and,
- (c) transferring the indicating data to a computer system, the computer system being responsive to the indicating data to facilitate communications.